

APPENDIX E-1

NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC. CONTRACTS REVIEWED BY USDA, 2002

Contractor

Initiatives

ADVERTISING AND MARKETING

Affina Corporation
American Dairy Association/
Dairy Council MidEast
American School Food Service Association

Broadcast Traffic and Residuals, Inc.
California Milk Advisory Board
Campbell Mithun (Bozell Group, LLC)

Connecticut Marketing Associates
DDB Worldwide Communications Group
Flair Communications Agency
Information Television Network
Inland Printing Company, Inc.

J. Brown and Associates
Kellogg's USA, Inc.

Kubin Nicholson
MS Data Step
Marketing Drive Worldwide
Media Management Services

Midwest Dairy Association
Mott's Inc.
Olson Communications

School Food Service Foundation

Real Seal® Certification Program

National Retail Account Services
School Foodservice Publications
School Milk Pilot Consulting Services
Fluid Milk and Cheese Broadcast Materials and Talent Activities
Retail Butter Promotion Activities
Advertising Services
National Accounts—Cheese Foodservice Activities
Dairy Dollars Newsletter Project
Cheese Creative Advertising/Media Planning Services
Fluid Milk Sales Promotion Activities
Discovery Health Network Series
Milk Merchandise Material Production and Distribution
Warehousing and Production of Creative Materials
DMI Materials Website Maintenance
DMI Cheese Co-Marketing Program
NASCAR Sponsorship
Joint Milk and Cereal Promotion
Outdoor Paper Production and Warehousing Activities
Real Seal® Internet Site Updates
School Foodservice and Cafeteria Promotional Activities
School Marketing Strategic Planning
Healthy School Summit Logistics
National Retail Account Services
Joint Promotional Activities
School Foodservice Merchandising Materials
Mealtime Sampler Activities
Milk Vending Promotion Kits
School Cafeteria Promotion Activities
Foodservice Program Activities

PUBLIC RELATIONS AND NUTRITION EDUCATION

Association Partners Plus
BSMG Marketing Communications

Child Nutrition Foundation

Communications and Cooperative Education Projects
Public Relations for Milk, Dairy Image, and Nutrition Education
Creative/Coordination Activities for Odyssey of the Mind Exhibit
School Foodservice Program Activities

NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC. CONTRACTS REVIEWED BY USDA, 2002 (CONTINUED)

Contractor

Initiatives

PUBLIC RELATIONS AND NUTRITION EDUCATION (Continued)

Creswell, Munsell, Fultz, and Zirbel	DMI Newsletter Project, Industry Relations, Dairy Confidence Activities
Dairy Farmers, Inc.	Communication Activities, NASCAR Public Relations
Edelman Public Relations Worldwide	www.dairynutrition.com Development and Maintenance Dairy Spokesperson Network NCI/DMI Cheese Nutrition Program Cheese Television Ad Launch Activity Cheese and Butter Public Relations Cheese Product Publicity Butter Communications Program 3-A-Day Publicity Program NASCAR Publicity Program Destination Imagination Reputation Management Program Healthy School Environment Initiative Luminary Outreach Activities Healthy Schools Summit Technical Support Public Relations www.familyfoodzone.com and nationaldairycouncil.org Video News Release Production Dairy Industry Communications Program Dairy Issues Management Pyramid Café/Pyramid Explorations Newsletter Destination Imagination Sponsorship DMI Website Activities DMI Customer Service Technical Liaison Industry Relations Planning Activities Technology Transfer Marketing Program Extraordinary Dairy® Marketing (Ingredients) Nonfat Milk/Whey Program (Do it With Dairy®) NDC Nutrition Marketing Communications Plan Development Reputation and Issues Management Fluid Milk Public Relations Crisis Preparedness Program Animal Health Message Testing Responsible Production Program American Academy of Pediatrics® Discovery Channel Series Dairy Image / Dairy Confidence Program Activities Expanding the Reach of Dairy Educational Series
Flair Communications Agency	
Fleishman Hillard	
The Fratelli Group	
Health and Nutrition Network	
I-Site Web Design	
Image Base Corporation	
Integer Group	
Jerry Dryer Group	
Media Management Services	
OM Association/Destination Imagination, Inc.	
Results Direct	
Tucker-Knapp	
Weber Shandwick, Inc.	
Willard Bishop	

**NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC.
CONTRACTS REVIEWED BY USDA, 2002 (CONTINUED)**

Contractor

Initiatives

EXPORT

American-Mexican Marketing

Arab Marketing Finance

Arc Group, Ltd.

Contacts International Consulting, Ltd.

Dairymark.com

Eastern Strategic Consulting Ltd.

Functional Ingredients Research, Inc.

Global Trade Information Services

International Dairy Foods Association

International Trade Services

IntNet

J.J. Keller and Associates

Jerry Dryer Group

LFRA, Ltd

Landell Mills

Levitt Communication

Market Directions

Market Solutions, LLC

Mistral Group, Ltd.

National Milk Producers Federation

PR Consultants

Pacrim Associates

Pasin Group

Patricia R. Fuchs & Associates

Promar International

Soluciones Cualitativas

Stratton Publishing & Marketing, Inc.

Uniflex Marketing

3A Business Consulting

Mexican Market Representation and Program Activities

Mexican Trade Show and Cheese Promotion Activities

Middle East Market Representation and Program Activities

USDEC Corporate Identity Program

South American Market Representation and Program Activities

Whey Permeate Product Supplier Study

Australian Dairy Industry Cooperative Research

Study on Market for Dairy Ingredients Usage in Animal Feeds in
China and Southeast Asia

China/Taiwan Ice Cream and Cheese Market Analysis

Korean Whey Nutri-Marketing Conference & Trade Mission

Purchase of *World Trade Atlas*

Update of USDEC Export Manuals

Update of USDEC's International Reference Manuals

Korean Market Representation and Program Activities

Cheese Seminar Activities

Update of USDEC Export Manual

Addition of CODEX Milk Standards to Export

Manual CD-ROM

USDEC International Communications Activities

U.S. Cream Cheese and Mozzarella Cheese Comparison with
Similar, Leading Cheese Products from Different Origins

Update of Global Dairy Blends Study

High Value Whey/Infant Formula Study

Export Growth in Indian Dairy Industry Study

International Consulting Services

Dairy Farmer Awareness and Attitude Study

Evaluation of USDEC Ingredients and Brazilian Programs

European Market Representation and Program Activities

Global Research Activities

Farm to Consumer Program Activities

Chinese Market Representation and Program Activities

Southeast Asian Market Representation and Program Activities

Australia and New Zealand Trade Mission

USDEC Print Project Management

Mexican Market Study on Milk-Based Beverages

Japanese Dairy Market Study

U.S. Cheese Perceptions Update-Mexico

USDEC Board of Directors Study

Japanese Market Representation and Program Activities

Japanese Dry Ingredients Program

Whey Permeate Business Opportunity Study

**NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC.
CONTRACTS REVIEWED BY USDA, 2002 (CONTINUED)**

<u>Contractor</u>	<u>Initiatives</u>
MARKET AND ECONOMIC RESEARCH	
Beverage Marketing Corporation of NY	Single-Serve Plastic Market Test Review of the Effectiveness of Generic Milk Programs School Milk Pilot Consulting Services
Burrelle's Newsclip Analysis Service CFE Solutions, Inc.	Cheese Media Monitoring and Analysis School Milk Pilot Consulting/Milk Consumption Research Activities Healthy Schools Inc. Consulting Services Dairy Opinion Leader and Dairy Promotion Organization Activities
CY Research, Inc. Custom Research, Inc.	Milk and Cheese Creative Testing Cheese Advertising Campaign Impact Assessment New England Market NASCAR Research Impact of the Do It With Dairy® Campaign Aseptic Milk Packaging Research Project Kids Milk Advertising Qualitative Research Cheese Advertising Tracking Activities Milk Advertising Tracking Activity Milk Claims Assessment Research Milk and Cheese Category Volume Reports Qualitative Research for Kid/Mom Strategic Exploration Spiderman Promotion Research Fluid Milk Advertising Tracking Research/Mom's Tracking Study Chocolate Milk Advertising Evaluation/Cheese Advertising Tests Milk Radio Advertising Focus Group Analysis Attitudes and Usage Trends Study Attitudes and Usage Trends Study Analysis Tracking Activities of Public Opinion toward Dairy Products and the Dairy Industry (Issues Tracker) Domestic Research Program Activities/Animal Health and Welfare Issues Activities
Dairy Farmers of America Doyle Research Associates Elrick and Lavidge	
Information Resources, Inc. Kaplan Levinson Associates Knowledge Networks	
MSW	
Market Facts Marketecture	
National Milk Producers Federation	
NFO Research	
NPD Group	
Prime Consulting Group Pursuant, Inc.	
	Cheese Consumption Tracking Activity and CREST Foodservice Data Eating Patterns Data Report Purchase of Food Safety Monitor Report Single-Serve Dairy Beverage Research Milk Innovation Research Milk-Producing Livestock Cloning/Dairy Consumption Research Obesity and Healthcare Research Research to Standardize and Manage Animal Disease Outbreak Terminology Texas Watershed/Dairy Consumption Impact Study

**NATIONAL DAIRY BOARD AND DAIRY MANAGEMENT INC.
CONTRACTS REVIEWED BY USDA, 2002 (CONTINUED)**

Contractor

Initiatives

MARKET AND ECONOMIC RESEARCH (Continued)

Promar International	School Milk Pilot Impact Study
RSC-The Quality Measurement Co.	3 A Day Testing Activities/Milk Print Advertising Tests
	Cheese Advertising Creative Persuasion Tests
Roper ASW	Testing and Evaluation for Milk in Schools
	Benchmark WAVE Student Surveys
Spectra Marketing Systems	Marketing Research Activities
Strategic Marketing	Kids Milk Advertising Evaluation
Technomic	Evaluation of Whey and Whey Derivative Usage
Teri Gacek Associates	Qualitative Marketing Research Assignments
	New Cheese Advertising Focus Group Analysis
The Travis Company	NDC Promotional Kit Evaluation Research
Widener-Burrows and Associates	Qualitative Research for Chocolate Milk Program Analysis
Wirthlin Worldwide	School Foodservice Promotion Evaluation
	Dairy Producer Communications Survey
	NASCAR Research Tests
	Pyramid Nutrition Education Program Research

APPENDIX E-2

NATIONAL FLUID MILK PROCESSOR PROMOTION BOARD AND INTERNATIONAL DAIRY FOODS ASSOCIATION CONTRACTS REVIEWED BY USDA, 2002

Contract Parties

Susan Baker, M.D.
Susan Barr, Ph.D.
Robert P. Heaney, M.D.-Creighton University
James O. Hill, Ph.D.
Rachel Johnson, Ph.D., R.D.
Jeanette M. Newton-Keith, M.D.
Ronald M. Krauss, M.D.
American Heart Association

Bachtelle and Associates
Beverage Marketing Corporation of New York

Blueprint Communications

Bozell Group, Inc.
Elrick and Lavidge
Evans Communications dba ECI Communications
Flair Communications, Inc.
General Mills, Kraft Foods, Post Cereal,
Kellogg's USA, Inc., Quaker Oats
Inland Printing Company
Marketing Drive Worldwide
Menendez International
Meyers Research Center
Potomac Digitek

Prime Consulting Group

Proctor and Gamble Tremor
Publicidad Siboney
Snyder, Cohn, Collyer, Hamilton & Associates, P.C.
Taylor Nelson Sofres/Market Development
Weber Shandwick, Inc.
(formerly BSMG Mktg. Corp.)
Widner Burrows

Willard Bishop
Wirthlin Worldwide

Project Title

Medical Advisory Board Member Services
Medical Advisory Board Member Services
Medical Advisory Board Member Services
Medical Advisory Board Member Services
Medical Advisory Board Member Services
Medical Advisory Board Member Services
Medical Advisory Board Member Services
Medical Advisory Board Member Services
Certification Mark Licensing Agreement
Product Nomenclature
Vending Seminars
Vending Seminar
Marketing Plan Creation/Consulting Services
School Milk Vending Study
Multi-Channel Vending Test
Administration/Agency Review
National Network, Cable Television, and Local Spot
Radio Market Program Measurement
Got milk?® Advertising
Evaluation of Milk Advertising and Usage
Video, PowerPoint and Brochure Production
Promotional Marketing Services
"Healthy Breakfast" Program Evaluation

Milk Reporting Database
Single Serve School Test
Hispanic Market Research
Online Consumer Research Study
Design, Implementation, and Maintenance of
milkplan.org Website
Meeting Facilitation
Development of Education Workshops
Word of Mouth Advocacy Program
Hispanic Promotions and Local Marketing
Audit Services
Hispanic Consumer Market Research
Public Relations Activities and Sponsorships

Interviews to Gauge Chocolate Milk Advertisements
Market Research for Chocolate Milk Television
Advertising
Consulting Services for Retail Space Optimization
Research for Flavored Milk Appeal